

Auction Committee Positions At a Glance

Fundraising Co-Chairs: Jason Hughes & Nicole Berger

FUNDRAISING

General Skills Required:

- Organized, self-motivated, energetic and friendly.
- Be able to promote the preschool and auction to businesses. “Sell” the need to donate to our school.
- Must be professional, organized, be able to make follow up calls and be the first contact person to represent the preschool.

Sponsorship/Marketing Committee (3) Fundraising Contact: Jason Hughes

Main Role: Solicit local businesses for cash (sponsorship) or merchandise (auction prize) donations. It is very beneficial and encouraged if some individuals on this team have personal contacts with local businesses. You may also contact businesses by phone, fax, e-mail or in person. Our goal is to have at least \$3,000 in sponsorships.

AUCTION PLANNING

Prize Patrol Team (5) Fundraising Contact: Jason Hughes

Main Role: Obtain unique donations for use in the live auction, silent auction and raffle. Including, but not limited to, high-priced specialty items such as weekend getaway trips (accommodations, transportation, dining, and entertainment etc), adventure excursions (such as hot air balloon trips, race track driving, golf packages, deep sea fishing, or RV and boat rentals). Prize Patrol may also solicit local businesses and regional chain retailers to acquire passes for museums, theaters, restaurants, services and products. Prize Patrol may also help in procuring wine donations for the night of the event. It is very beneficial and encouraged if some individuals on this team have personal contacts with local businesses for solicitation. You may contact businesses by phone, fax, e-mail or in person. Your Fundraising contact will have a list of businesses to reach out to that have donated in the past.

Prize Collection Team (6) Fundraising Contact: Jason Hughes

Main Role: Collect all auction donations turned in at school, or pick up from local businesses, transport them to designated storage and enter them into our Auction software. Ideal if you have storage space to help store items until it is time to assemble them for the Auction.

Time commitment includes: loading and unloading items in your vehicle, driving it to the storage destination, computer entry, follow up calls to collect and verify missing information. The Collections Team is responsible for making sure that *every* donor has a valid mailing address for follow-up letters.

Silent Auction (6) Fundraising Contact: Nicole Berger

Main Role: Assist Live/Silent Auction with donation ideas, collect necessary material for displaying silent auction packages (baskets, props, easels, marketing material, etc), assemble appealing packages for both physical and non-physical auction items, printing tent cards/materials for display and finally set up the silent auction the day of the event.

School Project Coordinator (18) Fundraising Contact: Nicole Berger

Main Role: The objective of the School Project Coordinators is to ensure the completed contribution of a unique school donation for the live auction. The project may or may not be child generated or child themed but should complement the philosophy of our school. Projects should appeal to a wide audience. School Project Coordinators are responsible for obtaining materials (through donations or otherwise), building and delivering the class project to the auction site the day of the event, typically by noon. They are also responsible for tear-down and coordinating delivery/pick up of the item at the conclusion of the auction (that night, or a future day/time).

Skills Required:

- Must be able to work with school families and communicate in a variety of means: emails, phone calls, in person.
- Assist with scheduling and coordinating building/assembly of school project
- Some construction experience is helpful but not required.

Printed Materials/Graphic Designer (5* breakdown below)

Fundraising Contact: Nicole Berger

Main Role: Generate printed materials and a Power Point presentation to be shown during the Event. Printed materials include, but are not limited to, the following: Raffle tickets, the auction catalog, catalog addendum, bid number cards, banners, welcome sign, display boards. **The catalog is the largest project.**

For the catalog - (1)

- Editing the item descriptions from the database & verifying that descriptions are complete
- Editing some of the descriptions once packaging is done (work with the Live/Silent auction teams)
- Creating catalog layout (includes ads, cover, donor lists, package descriptions, section organization, etc.)
- Verifying that all donor information is complete and correct and adding to catalog
- Proofreading the catalog and making corrections
- Sending catalog to printer & Picking up catalogs from printer and delivering to school

For other printed materials - (4)

- Creating and printing, flyers, raffle tickets, signage, banners, sponsor banners and signs, table signs, bidder number cards, meal tickets, bidder number business cards.
- Creating display boards for the live auction and buy-in parties
- Creating a Power Point/One Cause presentation for the live auction (**work with Jason Hughes/Auctioneer**)

Skills Required:

- Must be organized and detailed oriented
- Must be computer literate, and have desktop publishing skills and/or graphic design skills (i.e. Microsoft Word, Microsoft Publisher, Photoshop, Illustrator)
- Must have excellent writing and editing skills. Artistic skills helpful.
- Must also be flexible and patient as there may be many changes, and last-minute decisions.

Database & Mail Center Manager (1) Fundraising Contact: Nicole Berger

Main Role: Print out and send all correspondence. With the addition of the auction software this year, we expect the printed correspondence to be minimal. However, we would like to send out thank you letters to donors throughout the year as auction items are received.

Skills Required:

- Must be able to use simple software & have good computer skills including mail merge skills and experience with database.
- Proficiency using Microsoft Word, Excel, preferred.
- Must have good printer. (Postage and paper will be reimbursed.)

AUCTION: DAY-OF VOLUNTEERS

Main Role: Day of Event Volunteers work multiple areas on the day of the auction assisting several committees. If working the event you **will not be able to participate in the event.**

Day of Auction: Committee shifts will be available for sign-ups closer to the event. Times will be between the hours of 8:00 AM and 11:00 PM. Must have the physical ability to work a shift which may include lifting heavy objects or standing for long periods of time.

Registration: (5) Fundraising Contact: Jason Hughes

Main Role: manage all aspects of guest registration including: assigning bidder numbers, coordinating table assignments, and assembling and distributing registration packets.

Prize Redemption Team: (6) Fundraising Contact: Nicole Berger

Main Role: Facilitate checkout process and ensure that all auction items are distributed to the correct auction winners at the close of the event.

Photography Display: (1) Fundraising Contact: Nicole Berger

Main Role: Coordinate the photography display. The photography display is to consist of a gallery of 11x17 black and white photos of every preschool child, mounted on black paper and hung up around the ballroom.

The majority of this work is done in preparation of the photo display (editing of photos). These tasks can be done early in the year and should be completed before February 1st. February can be allocated to the printing and mounting of photos.

Decorations: (15) Fundraising Contact: Nicole Berger

Main Role: Coordinate centerpieces for the dinner tables and other decorations as necessary.

Day of Event: **Committee is responsible for picking up all donated items and setting up tables and decorations the morning of the event. This committee should expect to spend a good portion of the day setting up the decorations and should plan on staying at the event site until the task is completed. Photographers should plan on being present before the event to hang pictures, and after the event to collect them.**

Setup/Delivery: (10)

Main Role: **deliver all auction items from the storage unit to the auction venue,** help set up on the day of the event and assemble items as needed. At the end of the night, help registration and cashiering pack up items, load truck with items that will be delivered, and deliver large items to winning bidders' homes the next day.

Clean Up: (10)

Main Role: Clean up after the event...

Day of the Event: **All committee members will be working on the day of the event until everything is completely set-up and ready for attendees. Committee members should plan on getting ready at the venue if they are attending the event.**

Skills Required:

- Must be able to work the day of the auction.
- Must be able to physically lift heavy items with the use of dolly or other crew members before and after the auction.